

Traceability and auditing in the KRAV fisheries system



Du får mer



KRAV gives you more than organic



KRAV is a brand owner and standard setter, that grew up in the organic movement.

We base all our standards on the approaches used in the Organic Movement, but we go further.

KRAV has standards for more areas (restaurants, slaughter, textiles, hides and skins and notably fisheries and aquaculture)

While we do consider Organic to be a very good start, we recognize that it is not the full answer to all the challenges of sustainability

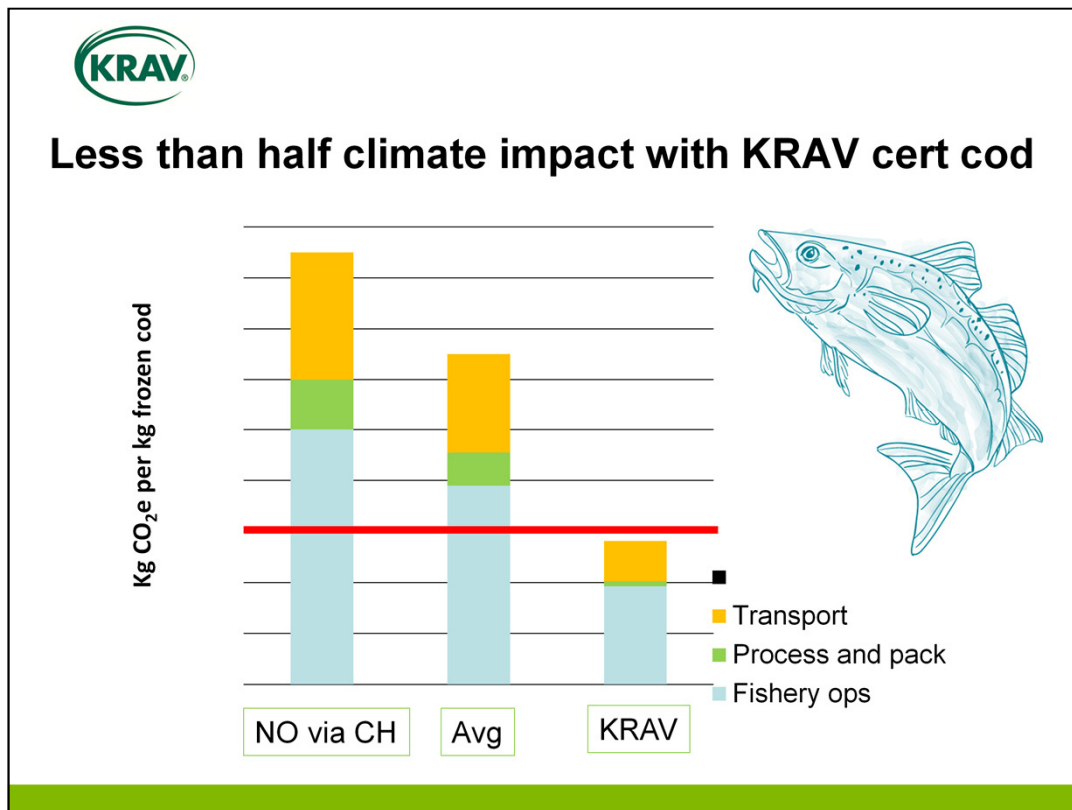
We have decided that the best way to make organic develop is to stay ahead; develop new areas, create better standards, win more market. We want the consumer to know that you get more when you buy KRAV. Not only do you get the organic advantages (healthy soil, free from pesticides, no fertilizer, more resilient farmscape and climate friendly future food) – you also get

Slide 1) Excellent climate performance – for example fossil fuels can't be used in KRAV green houses; maximum usage of fuel apply for fishery vessels.

Slide 2) Leading animal welfare – KRAV pigs will have been rooting around. KRAV fisheries make sure gear do not ghost fish when lost

Slide 3) Social responsibility – buying KRAV produce means decent conditions for workers

Slide 4) More concern about health – very few additives, nearly no preservatives



As an example; we are able to claim that KRAV-labelled cod causes less than half of the GHG (Green House Gas) emissions compared to the average cod. Standards that contribute are:

- Sustainable stocks
- Selective gear
- Fuel use restrictions
- No synthetic cooling agents

The report can be downloaded at

<http://www.krav.se/Documents/Engelska%20sidor/20100528%20Climate%20Smart%20Fish%20Report%20-%20final.pdf>

The KRAV numbers are based on line fishing.



Chain of custody



This is what I had for evening snacks last night; a couple of rye sandwiches with butter, swedish Kaviar, cucumber and a cup of coffee with lots of milk in it. It was all KRAV-labelled, and it was all bought at my local medium sized supermarket.

The point here is that this could be the evening meal of any reasonably environmentally aware consumer in Sweden, and they would have chosen KRAV because they trust us, and it is easy to choose. There are between 5 000 and 6 000 KRAV-certified products on the market and we are present for all types of food. In this picture you find everything from unprocessed, fresh vegetables to highly processed dairy products.

When we ask consumers about what the KRAV-label means, almost all Swedes are aware of the label, and most consider it to be a better choice for the world and for oneself. Most consumers know very few details about the standards. BUT the consumers trust that we have adequate production standards, they trust the standards are adhered to, and they trust there is NO mixup with or mixing in of conventional food. This, of course, is why we are very particular with the traceability within our system, and this is why we have been working together with the organic movement on this for three decades.



General traceability

- Physical labelling
- Clear separation in time and space
- Strict cleaning requirements
- Input-output-analysis
- Documentation requirements

All KRAV operators are certified by certification bodies that are accredited by national accreditors, and that are independent of KRAV. One of the key elements of audits for all operators are the aspects of separation and traceability. All operators adhere to detailed standards relating to

- Physical labelling; products, storage areas and facilities used for KRAV products need to be clearly labeled as KRAV
- KRAV products must be clearly separated from other products in time and/or space. Packaging must prevent contamination, different storage areas shall be used, when space separation is not possible, time separation is used. This is verified by physical visits, but also by checking routines, documented procedures and internal audits.
- Equipment, rooms and tanks must be thoroughly cleaned between conventional and KRAV products.
- Each audit contains input-output analysis using volumes as well as values.
- Invoices and the likes shall indicate what is KRAV and what is not.

General traceability standards at <http://www.krav.se/KravsRegler/2/14/>



On board



Picture shows FV Statthav, northern Norway

Fishing trips documented by 10 NM resolution

- Trips less than 24 hrs exempt (the vessel on the picture runs longer trips and hav all the tracking equipment required)
- Vessels longer than 12 m must carry VMS equipment
- CB must be given access to VMS data
- Malfunction of VMS → trip not certified

Verification through logbook, plotter, VMS. Random unannounced unannounced visits. VMS data may be checked by CB.

Forbidden gear must not be carried on board. Can be verified by CB meeting the vessel when it comes into port.

Storage on board includes "KRAV", time, location, species

Landing also covered and includes same requirements



Processing

- (almost) Only KRAV raw materials
- Only specified processing methods
- Trade – well tested system running

Verification by documented procedures, recipes, witness audits, input/output analysis

KRAVs processing standards: <http://www.krav.se/KravsRegler/91/>



Products



This is an example of a low processed, simple product, that displays the kind of traceability we like to see.

Packaging must include:

- KRAV
- Species
- Place of catch 10 NM, understandable

Important notice: trace back data is not kept by KRAV or the CB. It is the operator that is always responsible to respond to consumer or press issues.



Stay in touch!

KRAV:

- Johan.cejie@krav.se
- +46 18 17 45 17

KRAV Fisheries:

- www.krav.se/fiske (SE)
- bit.ly/kravfisheries (EN)





Du får mer





Tidtabell för KRAVs klimatlyft

